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**Title:**

Speech opening Australian Book Week, and announcing the winner of the 1967  
Transfield \$1,000 award, at the South Australian Hotel

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SPEECH BY THE PREMIER, THE HON. DON DUNSTAN, Q.C., M.P., IN  
OPENING AUSTRALIAN BOOK WEEK, AND ANNOUNCING THE WINNER OF THE  
1967 TRANSFIELD \$1,000 AWARD, AT THE SOUTH AUSTRALIAN HOTEL,  
ON FRIDAY, 10TH NOVEMBER, at 5.30 P.M. (OPENING TO COMMENCE  
AT 6 P.M.)

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MR. HARRIS, THE HON. THE CHIEF JUSTICE, LADIES AND GENTLEMEN :

FIRST OF ALL, MAY I THANK MAX HARRIS FOR HIS INTRO-  
DUCTION AND THANK THE AUSTRALIAN BOOK PUBLISHERS ASSOCIATION FOR  
ALLOWING ME THE OPPORTUNITY TO OPEN AUSTRALIAN BOOK WEEK, 1967,  
AND TO ANNOUNCE THE WINNER OF THE 1967 TRANSFIELD \$1,000 AWARD -  
THE MAJOR BOOK PUBLISHING AWARD ANNOUNCED EACH YEAR DURING  
AUSTRALIAN BOOK WEEK. WHEN I WAS FIRST INVITED TO PERFORM THESE  
TWO FUNCTIONS, SOME DIFFICULTY WAS EXPERIENCED IN FINDING A  
CONVENIENT TIME AND PROTRACTED NEGOTIATIONS FOLLOWED. I AM  
EXTREMELY GRATEFUL TO THE AUSTRALIAN BOOK PUBLISHERS ASSOCIATION  
FOR ARRANGING A SUITABLE TIME TO ENABLE ME TO OPEN BOOK WEEK AND

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ANNOUNCE THIS YEAR'S TRANSFIELD AWARD FOR A REASON WHICH WILL  
BECOME APPARENT LATER.

THIS IS THE SEVENTH YEAR IN WHICH AUSTRALIAN BOOK  
WEEK HAS BEEN HELD FOR THE PURPOSE OF FOCUSING ATTENTION ON AND  
PROMOTING AUSTRALIAN WRITTEN AND PRODUCED BOOKS. BY SPONSORING  
BOOK WEEK, THE AUSTRALIAN BOOK PUBLISHERS ASSOCIATION, IN  
CONJUNCTION WITH THE AUSTRALIAN BOOKSELLERS ASSOCIATION AND THE  
PRINTING AND ALLIED TRADES EMPLOYERS' FEDERATION, IS TO BE  
CONGRATULATED ON PROMOTING WHAT IS BECOMING A MAJOR DISTINGUISHED  
AND PRESTIGIOUS AUSTRALIAN INDUSTRY.

AUSTRALIANS, ALONG WITH NEW ZEALANDERS, AND THE  
CITIZENS OF SCANDINAVIAN COUNTRIES, SPEND MORE MONEY ON BOOKS PER  
HEAD OF POPULATION THAN THE PEOPLE OF ANY OTHER COUNTRY IN THE  
WORLD.

THE PAST YEAR HAS BEEN ANOTHER RECORD YEAR OF GROWTH  
FOR THE BOOK PUBLISHING INDUSTRY. THE VALUE OF RETAIL SALES OF

BOOKS IN AUSTRALIA DURING THE PAST YEAR HAS BEEN ESTIMATED AT MORE THAN \$20 MILLION, OF WHICH MORE THAN \$10 MILLION HAS BEEN SPENT ON AUSTRALIAN PUBLISHED BOOKS. SPOKESMEN FOR AUSTRALIAN BOOK PUBLISHERS AND BOOKSELLERS PREDICT THAT BOTH FIGURES WILL RISE DRAMATICALLY IN THE COMING YEAR, ESPECIALLY THAT FOR AUSTRALIAN PUBLISHED BOOKS.

THE PHENOMENAL GROWTH OF THE BOOK PUBLISHING INDUSTRY IN AUSTRALIA DURING RECENT YEARS IS SHOWN BY FIGURES PROVIDED BY THE AUSTRALIAN BOOK PUBLISHERS' ASSOCIATION, WHICH REVEAL THAT WHEREAS IN 1961, 314 NEW BOOKS WERE PRODUCED AND PUBLISHED FOR THE FIRST TIME BY AUSTRALIAN PUBLISHERS, THE FIGURE LAST YEAR WAS 750 AND THIS YEAR IS EXPECTED TO EXCEED 800. IT IS ANTICIPATED THAT IN ALL, SOME 2,500 BOOKS INCLUDING REPRINTS WILL BE PUBLISHED THIS YEAR. THIS COMPARES WITH 500 TEN YEARS AGO.

IN THE LAST FINANCIAL YEAR, SOME \$600,000 WORTH OF AUSTRALIAN PUBLISHED BOOKS WERE EXPORTED AND THE TOTAL NUMBER OF PEOPLE EMPLOYED IN THE BOOK PUBLISHING INDUSTRY IN THIS COUNTRY

INCREASED BY 34%.

PROBABLY SEVERAL FACTORS ACCOUNT FOR THIS NEARLY UNBELIEVABLE GROWTH.

BEFORE THE SECOND WORLD WAR, ALMOST ALL TEXT BOOKS USED IN AUSTRALIA WERE IMPORTED. TODAY ALMOST ALL PRESCRIBED TEXT BOOKS FOR PRIMARY AND SECONDARY SCHOOLS AND AN INCREASING PROPORTION OF THOSE FOR TERTIARY INSTITUTIONS ARE WRITTEN AND PUBLISHED IN AUSTRALIA. THE GROWING DEMAND FOR EDUCATIONAL BOOKS IS SHOWN BY THE FACT THAT WHEREAS IN 1961, 74 NEW TITLES WERE PUBLISHED, THE FIGURE THIS YEAR IS EXPECTED TO BE IN THE VICINITY OF 400.

SECONDLY, THERE HAS BEEN A GROWING ACCEPTANCE BY AUSTRALIANS THAT BOOKS WRITTEN AND PRODUCED HERE CAN BE TAKEN AS SERIOUSLY AS IMPORTED BOOKS. AUSTRALIANS ACCEPT THE VERY SIGNIFICANT RISE IN THE OVERALL STANDARDS OF DESIGN AND MANUFACTURE OF AUSTRALIAN BOOKS.

ANOTHER FACTOR IS PROBABLY THE GROWING INTEREST BEING SHOWN BY AUSTRALIANS IN THE LIFE AND HISTORY OF THEIR OWN COUNTRY WHICH IS REFLECTED IN THE WIDENING VARIETY OF AUSTRALIAN BOOKS BECOMING AVAILABLE.

IT IS NO ILL-FOUNDED CLAIM THEN, THAT BOOK PUBLISHING IS A MAJOR INDUSTRY IN AUSTRALIA TODAY.

I HAVE THE HONOUR TO ANNOUNCE THE WINNER OF THIS YEAR'S TRANSFIELD \$1,000 AWARD, BUT BEFORE DOING SO, I WANT TO PAY TRIBUTE TO THE DONORS OF THIS EXCELLENT AWARD BEING PRESENTED THIS YEAR FOR THE FIFTH TIME.

THE NAME OF TRANSFIELD IS ALREADY WELL KNOWN THROUGHOUT AUSTRALIA, NOT ONLY IN THE FIELD OF TRANSMISSION ENGINEERING, BUT PERHAPS MORE WIDELY AS THE DONORS OF AUSTRALIA'S BIGGEST ANNUAL CASH ART PRIZE AND OF OUR ONLY AWARDS FOR BOOK PRODUCTION.

SOME MENTION MUST BE MADE OF THE REMARKABLE BACKGROUND AND DEVELOPMENT OF THE HUGE TRANSFIELD ORGANIZATION. FOURTEEN

YEARS AGO, TWO ITALIAN MIGRANT ENGINEERS, MR. F. BELGIORNO-NETTIS AND MR. C. SALTERI CAME TO AUSTRALIA. TEN YEARS AGO, THEY SET UP A COMPANY IN THE FIELD OF TRANSMISSION ENGINEERING, AND TODAY MANY FINE EXAMPLES OF THEIR INDUSTRIAL WORK CAN BE SEEN ACROSS THE LENGTH AND BREADTH OF AUSTRALIA. THEIR HEADQUARTERS ARE NOW IN THE IMPOSING THIRTEEN-STORY TRANSFIELD HOUSE IN NORTH SYDNEY.

IN SUPPORTING THE CONTEMPORARY CULTURAL LIFE OF THEIR ADOPTED COUNTRY, MR. BELGIORNI-NETTIS AND MR. SALTERI ARE PIONEERING IN AUSTRALIA AN ITALIAN TRADITION OF A LIVING LINK BETWEEN INDUSTRY AND THE ARTS.

THERE CAN BE NO DOUBT THAT THE GENEROSITY OF THESE TWO GENTLEMEN/DONATING THIS PRIZE HAS NOT ONLY HELPED TO RAISE THE STANDARDS OF BOOK PRODUCTION AND DESIGN IN THIS COUNTRY, BUT HAS BROUGHT AUSTRALIAN ACHIEVEMENTS IN THIS FIELD TO THE NOTICE OF EXPERTS THROUGHOUT THE WORLD. THE DIRECTORS OF TRANSFIELD ARE DESERVING OF OUR GRATITUDE FOR THEIR CONTRIBUTION TOWARDS RAISING

THE AESTHETIC STANDARDS OF THIS COUNTRY.

SINCE THE INCEPTION OF THE TRANSFIELD AWARD, WHICH IS ADMINISTERED BY THE EDITORS OF THE "AUSTRALIAN BOOK REVIEW", THE BOOKS SUBMITTED HAVE BEEN SENT TO PANELS OF EXPERT JUDGES OVERSEAS. THIS YEAR THE AMERICAN INSTITUTE OF GRAPHIC ARTS AGREED TO JUDGE THE BOOKS AND REPORT ON OUR STANDARDS OF BOOK PRODUCTION. THE INSTITUTE IS HOPING TO ARRANGE AN EXHIBITION OF THE WINNING AND COMMENDED BOOKS IN THE U.S.A. SOME TIME IN THE FUTURE.

THE TRANSFIELD \$1,000 AWARD HAS BEEN WON IN 1967 FOR THE FIRST TIME BY A SOUTH AUSTRALIAN PUBLISHER, RIGBY LIMITED, FOR ITS MAGNIFICENT BOOK "THE AUSTRALIANS". PRODUCED AND PHOTOGRAPHED BY ROBERT GOODMAN WITH TEXT BY GEORGE JOHNSTON AND DESIGNED BY HARRY WILLIAMSON, "THE AUSTRALIANS" IS THE PRODUCT NOT ONLY OF A SOUTH AUSTRALIAN PUBLISHER BUT ALSO OF LEADING SOUTH AUSTRALIAN PRESTIGE PRINTERS, THE GRIFFIN PRESS.

IN REPORTING ON THEIR DECISION, THE JUDGES SAID :

"IN CHOOSING THE BEST BOOK THERE REALLY WAS NO CONTEST ONCE WE HAD SEEN THE AUSTRALIANS, PUBLISHED BY RIGBY LIMITED, DESIGNED BY HARRY WILLIAMSON, PRINTED AND BOUND BY GRIFFIN PRESS. THIS IS A BOOK SECURELY UNDER THE CONTROL OF A DESIGNER. ONE CANNOT HELP FEELING THAT THE BOOK CAME OUT EXACTLY AS HE INTENDED IT TO. THE CAREFUL CONSIDERATION OF BASIC TEXT TYPE SIZE IN COMPARISON WITH THE SIZE OF THE PAGE AND WITH THE ILLUSTRATIONS, THE UNIFORM EFFECT OF HANDSOME SPREADS, FACING PAGES WHICH WORK TOGETHER, THE WELL-SET CAPTIONS IN AN APPROPRIATE SIZE OF TYPE, AND THE DECEPTIVE SIMPLICITY AND LACK OF OBVIOUSNESS OF THE DESIGN, TO SAY NOTHING OF THE SUPERB MANUFACTURE, PLACES THIS BOOK AMONG THE BEST PRODUCED IN THE ENTIRE WORLD."

THE WINNING BOOK HAS PROVED TO BE A GREAT SUCCESS BOTH IN AUSTRALIA AND OVERSEAS AND ITS SELECTION AS THE OUTSTANDING AUSTRALIAN-PRODUCED BOOK IN THE PAST YEAR WILL PROVIDE AN ENORMOUS FILLIP TO THE PUBLISHING INDUSTRY IN SOUTH AUSTRALIA. IT IS A GREAT PLEASURE FOR ME AS PREMIER OF SOUTH AUSTRALIA TO EXTEND MY CONGRATULATIONS TO ALL THOSE ASSOCIATED WITH "THE AUSTRALIANS" AND IN PARTICULAR TO RIGBY LIMITED AND THE GRIFFIN PRESS.

IN OFFICIALLY OPENING BOOK WEEK, MAY I EXPRESS THE HOPE THAT IT WILL ACHIEVE ITS PURPOSE OF MAKING AUSTRALIANS INCREASINGLY CONSCIOUS OF THE FINE PRODUCTS OF A GREAT INDUSTRY AND MAY I EXTEND BEST WISHES FOR CONTINUED SUCCESS AND PROSPERITY TO ALL THOSE ASSOCIATED WITH THE AUSTRALIAN BOOK INDUSTRY.

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